



UPDATE

Montana Department of Commerce

Customer Service Training Available

Customer service training for front-line employees and their managers is now available for Montana communities through the Superhost program. The training is designed to help businesses, organizations and communities attract and satisfy travel customers. "We have five certified trainers around the state," said Jodi Smith, statewide coordinator. "Each year we deliver 150 seminars in Montana communities of all sizes. We'll bring this training to your community." The training, dubbed "Montana Moments of Magic," features a video produced for Montana Superhost by Shep Hyken, a nationally known motivational speaker and author. In addition to solid customer service training, participants will learn about Montana's travel industry, our out-of-state visitors, and how your community can "cash in" on the

Superhost at 406-756-3674 or e-mail: superhost@fvcc.edu.

Visitor Information Centers Open

May 1 marked the opening of the Montana Promotion Division's eight state-supported visitor information centers (VICs). The VICs are located in the gateway communities of Culbertson, Broadus, Dillon, Hardin, Shelby, St. Regis, West Yellowstone and Wibaux. Last year, the VICs welcomed over 166,000 visitors through their doors and supplied them with information on things to see and do in the state. If you are interested in displaying your brochures at one or all of the VICs, contact Carol Crockett, 406-841-2796 e-mail: ccrockett@state.mt.us.

Superhost Trainings Scheduled

Montana Moments of Magic training seminars are scheduled for the following communities on the following dates:

June 1	Helena
June 1	Bitterroot Valley Chamber / Hamilton
June 2	Sweet Grass Chamber / Big Timber
June 3	Big Timber
June 10	Libby
June 16	Seeley Lake
June 16	Bigfork
June 23	Kalispell
June 1	Browning
June 1	Shelby
June 2	Conrad
June 3	Lincoln
June 10	Ronan
June 16	Kalispell
June 16	Ronan
June 16	Kalispell



\$1.8 billion spent annually by Montana visitors. The three-and-a-half-hour training is only \$20 per participant, with a 20 participant minimum. Senior retired volunteers attend for free when there are 20 paid participants. To schedule a "Montana Moments of Magic" seminar in your community, contact Montana

And We "Played It Again, Montana"

Governor's Conference Presentations on Website

Thanks to everyone—that's 501 people—who participated in the 30th Montana Governor's Conference on Tourism and Recreation held April 5-6 in Billings. Our Billings hosts were wonderful! Many conference participants said they had fun, they gathered new ideas for their businesses and communities, and they are excited for

the 2004 tourism year. That's what the conference is all about! We have posted the electronic presentations from the break-out sessions and notes from the roundtable discussions on our intranet site, travelmontana.state.mt.us, in the Governor's Conference Speaker and Presentation page. Mark your calendars for March 28-29, 2005, for the 31st conference in Helena.

Tourism Award Winners

At the Governor's Conference, Governor Judy Martz handed out plaques recognizing the following stalwarts of Montana tourism:

Tourism Person of the Year—

Chris Kortlander of Garryowen

Tourism Partnership of the Year

2003 Fire Season Media Task Force

Tourism Event of the Year—

36th C. M. Russell Art Auction

Tourism Community of the Year—

Malta and Phillips County

Did You Know?

- Montana was featured on the front page of the March 17 issue of *Hollywood Reporter*, a major film production newspaper. The article was about the state's efforts to remain competitive as a shooting location.
- "Love Comes to the Executioner," shot in Butte and Deer Lodge last fall, was screened at the American Film Market in Los Angeles in March.

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Our New Faces

Two new employees have come aboard to help the Promotion Division accomplish its goals. They are Marchita Mays, Administrative



Marchita Mays



Ric Bourie

Assistant, and Ric Bourie, Publicity Manager. Marchita, born and raised in Missoula, has worked as a medical secretary and receptionist for 15 years. She's also lived and worked in Spokane and Kalispell. If you call our Helena office, you're likely to hear her voice. Say hello and introduce yourself. Ric, a Massachusetts native, is an experienced travel writer and editor who has written on adventure travel for 10 years for the Boston Herald

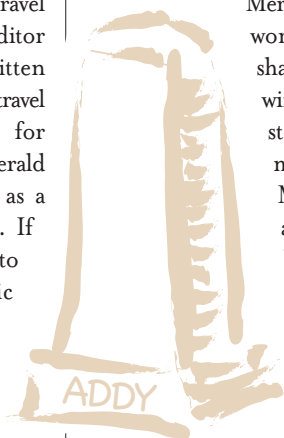
and other publications. He also worked as a guidebook editor for Falcon Publishing. If you need help with publicity, he's the guy to call. He is also the division's public information officer.

Amphitheater Improvements in St. Ignatius

St. Ignatius has weighed in with its Community Tourism Assessment Program (CTAP) plan. Last month's Update told of plans filed by Sanders County and the town of Eureka. The St. Ignatius CTAP Action Committee has filed a plan for improvements to the community's amphitheater so that it can be used more regularly for events and presentations throughout the warm season. The Promotion Division's awarded each of the three communities a \$10,000 grant for the assessments and improvements.

Make Room for Addys

The Promotion Division and our advertising agencies were big winners in the 2004 Montana Addy Awards, handed out March 6 in Great Falls. The Film Office, The Promotion Division's publications and consumer marketing program, and Wendt and Mercury Advertising, our hard-working advertising experts, shared in the harvest. The winter advertising campaign steered by our consumer marketing department and Mercury reaped a gold award, four silvers, and ten bronzes. The Promotion Division's publications department won two silver awards. Wendt, working with our consumer



marketing department, shared two gold awards, six silvers and eight bronzes. The Film Office and Wendt won a gold and three silvers. The work that was cited includes magazine ads, TV and radio commercials, the Montana Vacation Guide, videos, and direct marketing efforts. Congratulations to all who helped with the promotions.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

May

- 8-16 National Tourism Week
- 9-10 Affordable Meetings West, Long Beach, CA (Convention/Group Travel)
- 12 Great Falls CTAP, Civic Center, 12-2 p.m.
- 14-17 RMI Round-Up, Cody, WY
- 17 Wibaux CTAP, Wibaux Courtroom, 7-9 p.m.
- 19 Crow CTAP, Little Bighorn College, 1-3 p.m.

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



Travel Montana • Montana Film Office
Montana Department of Commerce

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